

ABSTRACT OF THE DISCLOSURE

A printing ink composition is provided comprising water, a coloring agent and at least two types of polyalkylene glycol alkyl ethers each having at least one oxyalkylene in its polyoxyalkylene group, wherein at least one of the polyalkylene glycol alkyl ethers is polypropylene glycol n-butyl ether having three or more oxypropylenes in its molecule. This printing ink composition can inhibit color bleeding not only on a printing medium specifically designed for ink-jet printing but also on plain paper.